

IN THE CLAIMS:

The following is a complete listing of the claims in this application, reflects all changes currently being made to the claims, and replaces all earlier versions and all earlier listings of the claims:

1. - 93. (canceled)

94. (currently amended): A server apparatus, which communicates with a plurality of client computers through a computer network, for discriminating log-in information received from each client computer, and transmitting data ~~of an order screen used by a user for the purpose of ordering a new consumable~~, to a logged-in client computer, said server apparatus comprising at least a processor and memory, and further comprising:

a first input section, arranged to input order data of a new consumable inputted by a user ~~who uses the order screen displayed on a monitor of~~ using the logged-in client computer;

a second input section, arranged to input collecting data of a used consumable returned from the user;

a database which stores the order data and the collecting data in relation with the log-in information;

a first calculator, arranged to calculate a collecting rate from a plurality of the order data and a plurality of the collecting data stored in said database;

a second calculator, arranged to calculate incentive data based on the collecting rate in a unit of the log-in information;

a rate analyzer, arranged to calculate an average collecting rate and compare it with a predetermined threshold;

a counter-measurer, arranged to improve the average collecting rate when it has fallen below the predetermined threshold;

an exception handler, arranged to send an inquiry to the user regarding why the collecting rate is greater than 100%, and suspend operation of said second calculator if the user does not respond or adjust the collecting rate otherwise;

a generator, arranged to generate price data of the new consumable in accordance with the incentive data in the unit of the log-in information; and

a provider, arranged to provide the logged-in client computer with the price data corresponding to the log-in information of that client computer ~~to display a price of the new consumable on the order screen~~, and, in response to an instruction of the user, to provide the logged-in client computer with confirmation data ~~of a confirmation screen to be displayed~~ to the user, which includes the order data, the collecting data, the collecting rate, and the incentive data as a discount rate of a new consumable corresponding to the log-in information of that client computer.

95. - 99. (canceled)

100. (currently amended): A method of controlling a server apparatus, which communicates with a plurality of client computers through a computer network, for discriminating log-in information received from each client computer, and transmitting data ~~of an order screen used by a user for the purpose of ordering a new consumable~~, to a logged-in client computer, said method comprising the steps of:

inputting order data of a new consumable inputted by a user ~~who uses the order screen displayed on a monitor of~~ using the logged-in client computer;

inputting collecting data of a used consumable returned from ~~a~~ the user;

storing the order data and the collecting data in relation with the log-in information to a database;

calculating a collecting rate from a plurality of the order data and a plurality of the collecting data stored in said database;

calculating the user's incentive data based on the collecting rate in a unit of the log-in information;

calculating an average collecting rate and comparing it with a predetermined threshold;

improving the average collecting rate when it has fallen below the predetermined threshold;

sending an inquiry to the user regarding why the collecting rate is greater than 100%, and suspending operation of the said second calculating step if the user does not respond or adjust the collecting rate otherwise;

generating price data of the new consumable in accordance with the user's incentive data in the unit of the log-in information;

providing the logged-in client computer with the price data corresponding to the log-in information of that ~~to display a price of the new consumable on the order screen~~ client computer; and

providing, in response to an instruction of the user, the logged-in client computer with data ~~of a confirmation screen to be displayed~~ to the user, which includes the order data, the collecting data, a collection rate, and the incentive data as a discount rate of a new consumable corresponding to the log-in information of that client computer.

101. - 103. (canceled)

104. (currently amended): A computer-readable storage medium storing, in executable form, a computer program code for a method of controlling a server apparatus, which communicates with a plurality of client computers through a computer network, for discriminating log-in information received from each client computer, and transmitting data ~~of an order screen used by a user for the purpose of ordering a new consumable~~, to a logged-in client computer, said method comprising the steps of:

inputting order data of a new consumable inputted by a user ~~who uses the order screen displayed on a monitor of~~ using the logged-in client computer;

inputting collecting data of a used consumable returned from ~~a~~ the user;

storing the order data and the collecting data in relation with the log-in information to a database;

calculating a collecting rate from a plurality of the order data and a plurality of the collecting data stored in said database;

calculating incentive data based on the collecting rate in a unit of the log-in information;

calculating an average collecting rate and comparing it with a predetermined threshold;

improving the average collecting rate when it has fallen below the predetermined threshold;

sending an inquiry to the user regarding why the collecting rate is greater than 100%, and suspending operation of said second calculator if the user does not respond or adjusting the collecting rate otherwise;

generating price data of the new consumable in accordance with the incentive data in the unit of the log-in information;

providing the logged-in client computer with the price data ~~in~~ corresponding to the log-in information of that ~~to display a price of the new consumable on the order screen~~ client computer; and

providing, in response to an instruction of the user, the logged-in client computer with confirmation data ~~of a confirmation screen to be displayed~~ to the user, which includes the order data, the collecting data, a collection rate, and the incentive data as a discount rate of a new consumable corresponding to the log-in information of that client computer.

105. - 107. (canceled)

108. (currently amended): The server apparatus according to claim 94, wherein the collecting data includes data indicating a kind of the used consumable,

wherein said calculator calculates (i) a first incentive corresponding to a collecting state indicated by the plurality of the collecting data in a unit of the kind of the used consumable, and (ii) a second incentive corresponding to an order state of the new consumable indicated by the plurality of the order data, and

wherein said calculator calculates the incentive data using the first and second incentives.

109. (currently amended): The server apparatus according to claim 108, wherein the order data includes data indicating a kind of the new consumable, and said calculator calculates the second incentive in a unit of the kind of the new consumable.